

BRANDING GUIDELINES

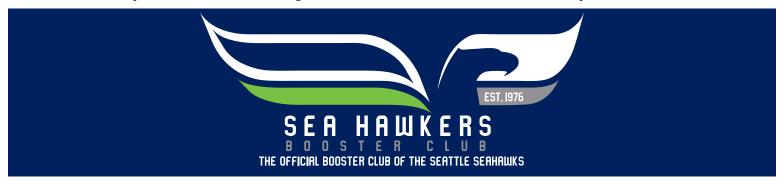
PRIMARY USAGE

Typography = Scottish Leagues 15-16

Main Primary Use #1 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #2 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #3 PMS 368 green & PMS 2767 Blue, Cool Gray 9



Main Primary Use #4 one color options - PMS 2767 blue and black with reverse





SPACING GUIDELINES

Clear space requirement around logo

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the hawk head as a measuring tool to help maintain clearance.



COLORS

GREEN	
Pantone	
PMS 368 green	n

RGB 77,188,17

CMYK 60,0,100,0

Thread Maderia 1049 BLUE Pantone PMS 2767 Blue

RGB 0,19,62

CMYK 100,75,0,75

Thread Maderia 1243 **GRAY**Pantone

Cool Gray 9

RGB 161,168,176

CMYK 0,0,0,50

Thread Maderia 1041

ALTERNATIVE LOGOS - for promotional materials and apparel

Small promotional product imprint options









Embroidery - 10.16 CM wide minimum size Green maderia 1049, Blue maderia 1243 Gray maderia 1041



Embroidery - with club name



ALTERNATIVE LOGOS - patches

Patches minimum 10.16 CM wide for icon only minimum size Green maderia 1049, Blue maderia 1243 and Gray maderia 1041



Patches with Est. 1976 minimum 17.78 CM wide for icon only minimum size Green maderia 1049, Blue maderia 1243 and Gray maderia 1041



Oval Patches 12.7 CM X 7.62 CM minimum size



INCORRECT USE OF LOGO

Stretching or distorting



Using non-approved colors



Using a gradient



Using different logo font





Placing in front of images or use with NFL logos or trademarked materials



Using a drop shadow



ALTERNATIVE USE OF LOGO TEXT AND ICON









